



SCHOOL OF INFORMATION COMMUNICATION
AND ENGINEERING TECHNOLOGIES

DIGITAL MEDIA AND IT Career Investigation Report



Guidelines

It is essential that anyone applying to the Digital Media and IT program have a clear understanding of the educational program as well as the responsibilities of Digital Media and IT professionals. This questionnaire allows you to detail how you decided to apply to this program and to show us why your combination of talent, skills and education make you a good candidate for this program. Include as much relevant information as possible using this form. Complete all sections. You may also submit a portfolio, resume or other supporting information related to your talents, skills and education.

There are three questions in section 2 with textboxes where you may enter your responses; handwritten submissions will be rejected. Once you have answered the questions and completed all sections of this form, you must send it to the Registrar's Office, along with your official transcripts, to be added to your admissions file. Applications to the Digital Media and IT program will not be considered for admission until all required supporting documentation has been received in the Registrars' Office, **no later than July 30th**. **However, please note it is best to get your CI in as soon as possible as we are accepting students as they come in.

You can submit your Career Investigation Report by uploading a saved copy through the MyNAIT Portal. For detailed instructions on how to submit your Career Investigation Report online, please visit www.nait.ca/careerinvestigation.

When submitting your CI through the MyNAIT portal you must mark the last check box in section 3, verifying that the information you are submitting is your own. You do not need to sign the last page of the form unless you are submitting a printed and signed hard copy of the report, in person or by mail to the Registrar's Office at the address below:

Office of the Registrar
11762-106 St. NW, Suite 1000
Edmonton, AB T5G 3H1

Name: _____ Date: _____



Section 1:

Your application to the Digital Media and IT program at NAIT will be processed by the Registrar's Office. Part of the application process includes a Career Investigation (CI) to make sure that you have a clear understanding of possible careers and what opportunities are available to graduates of the program.

Your CI will be evaluated by the quality and attention that you have shown in your educational and career planning as well as information on what makes you a good candidate for the program. You must write it in your own words. **Any** plagiarism could result in your forfeiture from the DMIT program. In the bottom section please indicate the 1st semester electives that you are interested in taking.

You (the applicant) must answer questions 1 to 3 in section 2 of this document. To enhance your application you can attach and submit any of the following:

1. In the textbox below, enter one or more URLs to:
 - a. A YouTube (or similar video site) of about 3 minutes*
 - b. A website with a sample of your work
 - c. A website you created
 - d. Other sites or links that are relevant to your application

*If you like you can prepare a video to answer the questions in Section 2. In the video you can show examples of any work you have done that is relevant. Basic consumer level video, such as cell phone video, is acceptable as long as audio is intelligible and examples are shown well.

Please enter URL below:

2. A current résumé. This could be advisable if you have work experience that you consider relevant. Please incorporate both the résumé and other documentations, such as a cover letter or scans of certifications, etc. as a single file (MS Word or Adobe PDF) so that it can be uploaded.
3. Samples of your work: scanned into a PDF or document; screen captures; files of various digital formats; etc.



Section 2:

In your submission, you must answer these questions:

1) “I want to attend the Digital Media and I.T. program because...”

- Discuss why you are interested in this program.
- Tell us what you know about this program. Discuss anything you have done to research it, such as attending the Open House, etc.

(800 Characters)

2) “After I finish my diploma, I would like to...”

- Discuss your career plans.
- Show us any research you have done in your career path(s) of choice.
 - Discuss salary expectations, job descriptions, and where you researched this information.

(800 Characters)



3) ***“I would be a good candidate for [please check one of the following **field of interest***] because ...”***

Here you can tell us about examples of your work that you submitted through the MyNAIT portal, or discuss technical skills that will aid you in this program and your career.

- You can show anything related to the field(s) you want to enter: websites, graphics, videos, artworks, programming examples, etc.
- You can describe your technical aptitude or overall computer skills.
 - Discuss your solution to a common computer problem.
- Describe any personal qualities you possess that will help you in this program and in your career.

(800 Characters)

*** Field of interest:**

Digital Media – video production, animation, game design, visual communication, Flash and rich media, website design and development

IT – programming, business and software applications, systems support, systems analysis and design, business analysis and design, training software and simulation, game programming, mobile application development



Please fill out the pages below and return them with your CI submission.

Name: _____

Student ID#: _____

DMIT Graduate Skill Sets

In order to effectively plan our course offerings for the upcoming year, we need to know what areas DMIT applicants are interested in.

Please review the areas of interest below and rank the top 3 areas you are interested in by placing a 1, 2, or 3 (with 1 being your first choice) in the appropriate boxes below.

Top 3 choices	Areas of Interest - What do you want to do?
A	<ul style="list-style-type: none"> ▪ Install, support, and maintain servers or other computer systems. ▪ Work with clients and IT-related professionals to manage the deployment process. ▪ Administer a local area network, install network cards, set up user accounts. ▪ Monitor and troubleshoot information servers and client systems.
B	<ul style="list-style-type: none"> ▪ Learn how a client’s business operates and work closely with the client to determine the software features and capabilities needed to improve business operations. ▪ Use communication skills to conduct effective interviews, meetings, and workshops for the purpose of gathering information about the business client’s needs. ▪ Work as a liaison among stakeholders (for example, between business clients and IT teams) in order to elicit, analyze, communicate and validate requirements for changes to business processes, policies and information systems. ▪ Translate the business needs into technical terms and clearly document those needs so that the entire software development team can understand them.
C	<ul style="list-style-type: none"> ▪ Write, test, debug, implement, and maintain computer programs. ▪ Conceive, design, and test logical structures for solving problems by computer. ▪ Develop web applications. ▪ Apply knowledge of the activities, tasks, practices, and deliverables associated with writing and modifying programs that comprise an application system.
D	<ul style="list-style-type: none"> ▪ Work with a team to conceptualize and pitch the rules, characters, stories and game play characteristics for a game proposal. ▪ Develop code for video games or related software. ▪ Program and/or script an advanced game engine to create realistic, unique game play and game rules. ▪ Navigate game code architecture to enable game development on multiple engine platforms . ▪ Apply generalized problem-solving skills to enable the rapid adoption of new tools and technology in the field of game programming.



E	<ul style="list-style-type: none">▪ Design game-play, conceiving and designing the rules and structure of a game.▪ Create game environment, levels, and missions.▪ Design and balance game-play mechanics.▪ Apply cutting edge graphics development processes for high quality games.▪ Create back-story, setting, and theme for games.▪ Construct user interactions and feedback interface.
F	<ul style="list-style-type: none">▪ Model 3D objects, characters (organic modeling) and environments.▪ Apply 3D procedural and image based textures to 3D models.▪ Understand keyframe animation techniques, including character animation.▪ Possess an understanding of cinematic story telling techniques.▪ Light and render realistic 3D scenes.
G	<ul style="list-style-type: none">▪ Plan, shoot and light broadcast-quality HD video, record clean sound, organize and prepare material for the post-production process.▪ Ingest, assemble, edit a rough cut, edit a fine cut and add titles and credits to a video project.▪ Deliver projects in various formats including digital master, DVD and online delivery.▪ Create an original idea for a video project and turn it into an industry-standard script format.▪ Assess various production formats to determine the planning requirements of each.
H	<ul style="list-style-type: none">▪ Create professional web layouts utilizing graphics tools and client-side languages.▪ Implement content management and other solutions utilizing server-side technologies.▪ Achieve marketing objectives such as web site search engine optimization and positive end user experience.▪ Add animation, video, and interactivity to Web pages.▪ Create Flash presentations, games, cartoons and applications for display on mobile devices, game consoles, desktop computers and the internet.▪ Create, edit and design web layouts that support Flash content.
I	<ul style="list-style-type: none">▪ The comprehension of the visual language to inform media messaging.▪ The implementation of the visual language to develop/augment compositional planning for visual dialectic.▪ Visual problem-solving to create a concept dialectic specific to word messaging; facilitate ideation through iterative 'design process'.▪ Creative ethos development to facilitate workflow and 'design thinking'; observation, documentation and development through exploration of method/media▪ Preparation of a creative brief, design criticism through rationale by critical thinking and inquiry; reconciliation of artistry and commercial constraints.



1st semester DMIT Course Choices

If you are accepted into DMIT, you will need to choose electives for first semester. In order to streamline this process, we ask that you submit your elective choices with your CI, even though you have not been accepted into the program. We will only use this information if you are accepted into DMIT.

Please note that while we do our best to schedule students into their requested courses, we cannot guarantee you will be placed in the courses you choose.

All first semester DMIT students are expected to take:

- 3 core courses - DMIT101, DMIT108 and DMIT109 ****[\(see below\)](#)**
- 2 field of study electives – choose either IT (DMIT103 & DMIT104) or Media (DMIT102 & DMIT106) electives
- 1 to 3 other electives – choose DMIT100, DMIT 105, and/or DMIT 107

Unless you have previously taken the DMIT core courses, you will be scheduled into the core courses in first semester - DMIT101, DMIT108, and DMIT109.

Elective Choices:

(1) You can choose courses that focus on either **IT** or **Media** studies. Choose one set of required courses below:

IT	OR	MEDIA
Working in a field that is related to IT: programming, business & software applications, systems support, design & analysis, business support & analysis, training software & simulation, game programming, system administration.		Working in a field that is related to digital media: video, animation, game character design, graphic concepts, Flash and rich media, website design.
<input type="checkbox"/> I wish to take electives required for IT studies: <ul style="list-style-type: none"> • DMIT103 Applied Problem Solving • DMIT104 Programming Fundamentals 		<input type="checkbox"/> I wish to take electives required for Media studies: <ul style="list-style-type: none"> • DMIT102 Digital Graphic Design Tools • DMIT106 Video Suite Technology

(2) In addition to the field of study electives you chose above, select one of the following electives according to your chosen field of interest:

<input type="checkbox"/> DMIT105 Rich Media Design	OR	<input type="checkbox"/> DMIT100 3D Modeling & Animation
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(3) You can also choose to take DMIT107 Visual Design 1. It is optional, but strongly recommended for Media students. Please check the box below if you wish to take DMIT107:

<input type="checkbox"/> DMIT107 Visual Design 1 (Recommended for Media, optional for IT)

**** Please see the [First Semester DMIT Course Descriptions on the next page](#) for more specific information about each course in first semester.**



First Semester DMIT Course Descriptions

DMIT101	Communication in IT and New Media	3.0 credits
Beginning with an overview of computing, digital networks and the interdependent relationship between information technology and new media, students in this survey course are able to identify their inclinations and abilities in the IT and new media space. This is critical in helping define their individual training paths within the program. This awareness reinforces the course's orientation toward "audience first" communications in IT business and media creation. Students develop skills in needs analysis, research, collaborative thinking and professional presentation techniques. This course is intended to develop self-awareness, client/audience orientation, interdisciplinary communications and teamwork skills. Prerequisites: None		
DMIT108	Web Design 1	3.0 credits
Web Design 1 provides the student with an introduction to the basics of web design. The topics covered are Extensible Hypertext Markup Language (XHTML), Cascading Style Sheets (CSS), File Transfer Protocol (FTP), and Adobe Dreamweaver. With these skills, students will be able to create a small business marketing website.		
DMIT109	Essential Technical Skills	0 credits
This course will provide students with a base knowledge of software, hardware and operating environment common to all of their courses during their education in DMIT. Prerequisites: None		
DMIT103	Applied Problem Solving	3.0 credits
This course provides a foundation for developing logical problem-solving skills. Analytical and critical thinking skills are emphasized throughout this course. This is a creative process, and emphasis is placed on solving a wide variety of problems through the creation of valid, efficient and maintainable algorithms. A variety of tools and techniques are introduced to facilitate the development and proof of proposed solutions. Prerequisites: None		
DMIT104	Programming Fundamentals	4.5 credits
This course provides an introduction to program development and programming standards using the Java language. Emphasis is placed on the creation of maintainable solutions in an object-oriented environment using design documentation UML and structured flowcharts. Prerequisites: None		
DMIT102	Digital Graphic Design Tools	3.0 credits
The instructional objectives of this course are to teach the practical functionality of core software tools: Adobe Photoshop and Adobe Illustrator - all to an Adobe certifiable level. The tools are taught modularly with an emphasis on their interoperability as they apply to various streams of graphics production. Prerequisites: None		
DMIT106	Video Suite Technologies	3.0 credits
Structured around Final Cut Pro Studio, this course introduces the student to the tools used in the video suite. A foundation is established in video editing, audio booth recording, sound manipulation and motion graphics. Students will have a basic understanding of how video files are created, manipulated and formatted for a range of uses. This foundation provides a basis for advanced studies in video editing, sound design, motion graphics, animation, rich media design and video production. Prerequisites: None		
DMIT105	Introduction to Adobe Flash Development	3.0 credits
This introduction to Adobe Flash provides the student with the tools to create a simple, media rich interactive application using Adobe CS3. Students will be introduced to ActionScript 3 and will use the Flash tool set as a graphic design and motion graphic development environment. Prerequisites: None		
DMIT100	3D Modeling and Animation 1	3.0 credits
Employing industry-standard tools, students are introduced to the concepts and principles that underlie 3D image creation and animation. The intent of this course is to allow students to experience the basics of object design, modeling and texturing, terrain/environment development and simple animation. 3D Modeling and Animation 1 is a prerequisite for any student embarking on an animation or game design path. Prerequisites: None		
DMIT107	Visual Design 1	3.0 credits
Students in this course are introduced to the fundamental importance of visual design in media creation. Through a combination of lectures and labs, they are encouraged to discover through an iterative process the various elements and theories of visual design and how they are deployed according to defined principles. This course is a prerequisite for any of the media and web design course streams. Prerequisites: None		



Section 3:

How did you learn about the Digital Media and IT Program at NAIT?

Website

Information week at NAIT

NAIT open house

Newspaper ad (*please specify*): _____

Friend

Other (*please specify*): _____

The Digital Media and IT program has one intake each year, at the main Edmonton Main Campus (August start).

APPLICANT'S CHECKLIST

In order for your application to be processed all of the following must be completed and submitted:

Apply online to the NAIT Digital Media and IT Diploma Program through APAS

Enclose a complete and current Career Investigation Form

If you attended high school or a post-secondary institution outside of Alberta, you must request an official transcript to be sent to the Registrar's Office as soon as grades are available. If you attended high school or a post-secondary school within Alberta, your transcripts will automatically be requested through APAS.

By checking this box I certify that I completed this form in my own words. I recognize that if I have plagiarized or provided any false information in any part of this document, I will forfeit my admission to the Digital Media and IT diploma program.

A signature is not required if this form is submitted electronically through the [MyNAIT Portal](#)

Signature: _____ Date: _____